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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

# Office Action Summary

Application No.

10/541,500

Applicant(s)

OGASAWARA ET AL.

Examiner

Guang Li

Art Unit

2146

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 07 September 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-4, 6-11, 13-17, 19-23 and 25 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-4, 6-11, 13-17, 19-23 and 25 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some \* c) ☐ None of:
- 1) ☒ Certified copies of the priority documents have been received.
  - 2) ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - 3) ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

### **DETAILED ACTION**

1. It is hereby acknowledged that the following papers have been received and placed of record in the file: Amendment date 09/07/2007.
2. Claims 1-4, 6-11, 13-17, 19-23 and 25 are presented for examination and claims 5, 12, 18 and 24 have been canceled.
3. The rejections are respectfully maintained and reproduced infra for applicant's convenience.

### **Priority**

4. As required by **M.P.E.P. 201.14(c)**, acknowledgement is made of applicant's claim for priority based on applications filed on November 25, 2003 (Japan 2003-394557).

### ***Response to Arguments***

5. Applicant's arguments filed 09/07/2007 have been fully considered but they are not persuasive.
6. Applicant arguments:
  - the computer (34) users do not register video/audio information that is to be provided by their computer (Linden teaches register the items by purchased (video tile, music title or book title see col.4 lines 40-45) and save in the user profiles in purchase histories and used the similar items as recommendation item recommend to computer users (34) see Fig.1)
  - They select from among the offered video/audio information so that it can be sent from one of computers to another of the computers that may be

connected through the network (Linden teaches the recommendations can automatically be generated periodically and sent to the user by e-mail, in which case the e-mail listing may contain hyperlinks to the product information pages of the recommended items see col. 10 lines 28-35)

- No mention of any kind of sending video/audio information from one computer to another (Linden teaches music title and video title send over the web sever to the customers "context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site" see col.4 lines 40-45)
- It is not actual content that is sent from one user computer to another. Recommendation is not itself registered as available content of any kind let alone content that may be selected, or more particularly where such information is "video/audio information" (In the claimed invention, all the independent claims claimed sending desired one of the plurality of pieces of offered video and audio information over the network, and Linden teaches sending the music title or audio title as a piece of audio/video information send from web server to the customers)
- Choice-window information from which selection is made of desired one of the plurality of pieces of offered video/audio information for the communication device that is receive the desired piece of offered video/audio information (Linden teaches only recommended information will be shown to

the users and when the user selected the recommended music title or audio title will send the selected items to the users "the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category" see col. 15 lines 36-40).

### ***Claim Objections***

7. Claim 13 is objected to because of the following informalities: Claim 13 is depends on a canceled claim 12, for examining purpose, examiner will treats claim 13 depends on claim 8.

Appropriate correction is required.

### ***Claim Rejections - 35 USC § 112***

8. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

9. Regarding claims 1-4, 7-11, 13-17, 19-23 and 25, the phrase "Video/Audio" is unclear because it's unclear whether claimed video or audio.

### ***Claim Rejections - 35 USC § 103***

10. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

11. Claim 1-4, 6-11, 13-17, 19-23 and 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Linden et al. (US 6,266,649) in view of Angles et al. (US 5,933,811).

12. Regarding claim 1, Linden teaches a service managing apparatus for managing an information transmission service (**A recommendation services that recommends items to individual users based on a set of items see abstract**) in which Video/Audio information (music title and video title consider as audio/video information "context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site" see col.4 lines 40-45) is sent in real time (**Instant Recommendation service and when user using the current and/or recent shopping cart contents as inputs tends to produce recommendations, recommendation will displayed automatically when the user views the shopping cart contents see col.3 lines 38-47; Fig. 5 and Fig. 6**) between communication devices connected to each other over a network (**user computers(34) connected to the internet and connected to the web server (32) see Fig.1**), in real time the apparatus comprising:

a communication controlling means for controlling the communication with each of the communication devices (**web server will control the flow of information that is used by recommendation service see col.7 lines 6-19**);

an information registering (**User Profile see Fig.1 item 38**) means for registering (Linden teaches register the items by purchased (video tile, music title or book title see

col.4 lines 40-45) and save in the user profiles in purchase histories and used the similar items as recommendation item recommend to computer users (34) see Fig.1) audio/video information (music title and video title consider as audio/video information “context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site” see col.4 lines 40-45) on more than one piece of information available from an information provider as information to be registered **(computer implemented service and associated methods for generating personalized recommendations of item based on the collective interests of a community of users see col.2 lines 33-37); and**

an information managing means for dynamically generating, based on the registered information, choices-window information from which selection is made (Linden teaches only recommended information will be shown to the users and when the user selected the recommended music title or audio title will send the selected items to the users “the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category” see col. 15 lines 36-40) of a desired one of the plurality of pieces of offered video/audio information **(“to generate a set of recommendations for a give user, the services retrieves from the table the similar items lists corresponding to items already known to be of interest to the user, and then appropriately combines these lists to generate a list of recommended**

**items” see col.3 lines 7-18)** for the communication device that is to receive the desired piece of offered video/audio information,

the information managing means updating, when the information registering means has been updated based on updating information, the choices-window information on the basis of the updated registered information **(external component(40) are various order processing module for accepting and processing orders and for updating the purchase histories of the users see col.7 lines 40-48),**

wherein communication controlling means controls the connection between the communication device that receives the desired piece of offered **video/audio** information (Linden teaches only recommended information will be shown to the users and when the user selected the recommended music title or audio title will send the selected items to the users “the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category” see col. 15 lines 36-40) and the communication device that send the desired piece of offered **video/audio** information **(only recommended information will be shown to the users “the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category” see col. 15 lines 36-40).**



Linden does not explicitly disclose a registered information updating step of updating the information registering means on the basis of updating information reflecting the current status of the information provider.

Angles teaches a registered information updating step of updating the information registering means on the basis of updating information reflecting the current status of the information provider (a system and method for delivering customized electronic advertisement in an interactive communication system. The customized advertisements are selected based on consumer computer and are then integrated with offering maintained by different content providers see abstract).

Angles further provides the advantage of when the advertisement providers status is present, the content provider computer requests the customized advertisement and the advertisement computer then sends the customized directly to the consumer computer (**FIG. 9 and 10 see Col. 21 line 52**).

It would have been obvious to one of ordinary skill in the art, having the teachings of Linden and Angles before them at the time the invention was made to modify the service managing method and system of Linden to include advertisement provider directly connect to consumer computer based on the status of provider as taught by Angles.

One of ordinary skill in the art would have been motivated to make this modification in order to provide secure communication connection between the information provider and information receiver in view of Angles.

13. Regarding claim 2, Linden together with Angles taught service managing system and method according to claim 1, as described above. Linden further teaches the registered information and updating information indicative of whether the information provider can currently provide the offered video/audio information (music title and video title consider as audio/video information that send from web server to computer user browser "context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site" see col.4 lines 40-45) in real time **(The mappings of items to similar item "item-to-item mappings" are generated periodically such as once per week, by an off-line process which identifies corrections between known interests of users in particular items see col.2 lines57-65); and**

the information managing means has the choices-window information **(Web page see Fig.6)** reflect information indicative of whether the information provider can currently provider (External component's module provide the recommendation item to the user that includes music title and video title see col.7 lines 49-67) can currently provide the offer video/audio (Music title and Video Title by the recommendation service see col.4 lines 40-45) information **(The Instant Recommendation service is invoked by user by selecting a corresponding hyperlink from a webpage see col. 14 lines 14-33) in real time (Instant Recommendation service and when user using the current and/or recent shopping cart contents as inputs tends to produce**

**recommendations, recommendation will displayed automatically when the user views the shopping cart contents see col.3 lines 38-47; Fig. 5 and Fig. 6).**

14. Regarding claim 3, Linden together with Angles taught service managing system and method according to claim 2, as described above. Linden further teaches the information managing means generates the choices-window information (Linden teaches only recommended information will be shown to the users and when the user selected the recommended music title or audio title will send the selected items to the users "the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category" see col. 15 lines 36-40) from which selection is available only for video/audio content that can currently be provided in real time **(The user can also select a specific category such as "non-fiction" or "romance" from a drop down menu 202 to request category-specific recommendations see col.15 lines 63-67).**

15. Regarding claim 4, Linden together with Angles taught service managing system and method according to claim 1, as described above. Linden further teaches the updating information includes information indicative of whether the information provider can currently provide the offered video/audio information in real time, and types of more than one media which can be used for the real-time provision of the offered video/audio (music title and video title consider as audio/video information "context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual

users of the Amazon.com Web site” see col.4 lines 40-45) information (**Instant Recommendations Service can retrieved more than one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37).**

16. Regarding claim 6, Linden together with Angles taught service managing system and method according to claim 1, as described above. Linden further teaches the information managing means receives the registered information and registers it into the information registering means; and the communication device receives the updating information and updates the registered information (**computer implemented service and associated method for generating personalized recommendations of items based on the collective interests of a community of users and updating the recommended lists based on the users purchased see col.2 lines 33-45; col.7 lines 40-48).**

17. Regarding claim 7, Linden together with Angles taught service managing system and method according to claim 6, as described above. Linden further teaches the communication controlling means receives the updating information from the communication device which provides the video/audio information (music title and video title consider as audio/video information “context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site” see col.4 lines 40-45) in real time (**Instant recommendations service that provide real time recommendation items for the users see col.14 lines 9-13).**

18. Regarding claim 8, Linden teaches a service managing method of managing an information transmission service (**A recommendation services that recommends items to individual users based on a set of items see abstract**) in which video/audio information (music title and video title consider as audio/video information “context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site” see col.4 lines 40-45) is sent in real time (**Instant Recommendation service and when user using the current and/or recent shopping cart contents as inputs tends to produce recommendations, recommendation will displayed automatically when the user views the shopping cart contents see col.3 lines 38-47; Fig. 5 and Fig. 6**) between of communication devices connected to each other over a network (**user computers(34) connected to the internet and connected to the web server (32) see Fig.1**), in real time the method comprising:

an information managing step in which, referring to an information registering means in which information on more than one piece of offered video/audio information (music title and video title consider as audio/video information “context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site” see col.4 lines 40-45) available from an information provided is registered as registered information (**Instant Recommendations Service can retrieved more than one type of media, such like items that fall outside any**

**product group, product category or process see col.11 lines 21-37)**, there is dynamically generated choices-window information from which selection is made of a desired one of the plurality of pieces of offered video/audio information **(The user can also select a specific category such as “non-fiction” or “romance” from a drop down menu 202 to request category-specific recommendations see col.15 lines 63-67)** for the communication device that is to receive the desired piece offered video/audio information (Linden teaches the recommendations can automatically be generated periodically and sent to the user by e-mail, in which case the e-mail listing may contain hyperlinks to the product information pages of the recommended items see col. 10 lines 28-35),

an information updating step of updating, when the information registering means has been updated based on updating information the choices-window information on the basis of the updated registered information **(external component(40) are various order processing module for accepting and processing orders and for updating the purchase histories of the users see col.7 lines 40-48)**, and

a controlling step of controlling the connection between the communication device that receives the desired piece of offered video/audio information (Linden teaches only recommended information will be shown to the users and when the user selected the recommended music title or audio title will send the selected items to the users “the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category” see col. 15 lines 36-40) and the communication

device that send the desired piece of offered video/audio information (only recommended information will be shown to the users "the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category" see col. 15 lines 36-40).

Linden does not explicitly disclose an information-updating step of updating, when the information registering means has been updated based on updating information reflecting the current status of the information provider.

Angles teaches an information-updating step of updating, when the information registering means has been updated based on updating information reflecting the current status of the information provider (a system and method for delivering customized electronic advertisement in an interactive communication system. The customized advertisements are selected based on consumer computer and are then integrated with offering maintained by different content providers see abstract).

Angles further provides the advantage of when the advertisement providers status is present, the content provider computer requests the customized advertisement and the advertisement computer then sends the customized directly to the consumer computer (**FIG. 9 and 10 see Col. 21 line 52**).

It would have been obvious to one of ordinary skill in the art, having the teachings of Linden and Angles before them at the time the invention was made to modify the service managing method and system of Linden to include advertisement

provider directly connect to consumer computer based on the status of provider as taught by Angles.

One of ordinary skill in the art would have been motivated to make this modification in order to provide secure communication connection between the information provider and information receiver in view of Angles.

19. Regarding claims 9-11, they are rejected for the same reason as claim 2-4 as set forth hereinabove. Linden together with Angle taught the claimed apparatus, therefor together, they teaches the claimed methods.

20. Regarding claim 13, Linden together with Angles taught service managing system and method according to claim 8, as described above. Linden further teaches the information-updating step, the choices-window information is updated based on the registered information updated with the updating information received from the communication device which provides the offered video/audio information (music title and video title consider as audio/video information "context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site" see col.4 lines 40-45) the information provider provides in real time **(Instant recommendations service that provide real time recommendation items for the users see col.14 lines 9-13).**

21. Regarding claim 14, Linden teaches a service proving system which provides an information transmission service **(A recommendation services that recommends items to individual users based on a set of items see abstract)** in which video/audio



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information (music title and video title consider as audio/video information "context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site" see col.4 lines 40-45) is sent in real time (**Instant Recommendation service and when user using the current and/or recent shopping cart contents as inputs tends to produce recommendations, recommendation will displayed automatically when the user views the shopping cart contents see col.3 lines 38-47; Fig. 5 and Fig. 6**) between communication devices connected to each other over a network, the system comprising:

a plurality of communication devices to provide or receive offered vide/audio information (music title and video title consider as audio/video information "context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site" see col.4 lines 40-45) to be provided by an information provider or to be used by an information user (**plurality computer users Fig.1 Item 34**) , respectively, each as a user of the information transmission service,

each of the communication devices including a communication means fro sending or receiving offered video/audio information to or form the other communication device as a counterpart (**web server 34 accesses a database 35 HTML content which includes product information pages and other browsable information see col.7 lines 13-19**);

a service management device connected to each of the communication devices via a network to manage the information transmission service (**web server manage the information transmission device between database and the plurality computers see col.7 lines 13-19**),

the service management device (Web Server Fig.1 item 32) including:

a communication controlling means for controlling the communication with each of the communication devices (**web server will control the flow of information that is used by recommendation service see col.7 lines 6-19**);

an information registering means for registering information on more than one piece of video/audio information available from the information provider as information to be registered (**computer implemented service and associated methods for generating personalized recommendations of item based on the collective interests of a community of users see col.2 lines 33-37**); and

an information managing means for dynamically generating, based on the registered information (**Instant Recommendations Service can retrieved more than one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37**), choices-window information from which selection (Linden teaches only recommended information will be shown to the users and when the user selected the recommended music title or audio title will send the selected items to the users "the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category" see col. 15 lines 36-40) is made

of a desired one of the plurality of pieces of offered video/audio information **(The user can also select a specific category such as “non-fiction” or “romance” from a drop down menu 202 to request category-specific recommendations see col.15 lines 63-67)** for the communication device that is to receive the desired piece of offered video/audio information,

the information managing means updating, when the information registering means has been updated based on updating information; the choices-window information on the basis of the updated registered information **(external component(40) are various order processing module for accepting and processing orders and for updating the purchase histories of the users see col.7 lines 40-48),**

wherein the communication controlling means connection controls the connection between the communication device that receives the desired piece of offered video/audio information and the communication devices that send the desired piece of offered video/audio information (Linden teaches only recommended information will be shown to the users and when the user selected the recommended music title or audio title will send the selected items to the users “the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category” see col. 15 lines 36-40).

Linden does not explicitly disclose an information-updating step of updating , when the information registering means has been updated based on updating information reflecting the current status of the information provider.

Angles teaches an information-updating step of updating, when the information registering means has been updated based on updating information reflecting the current status of the information provider (a system and method for delivering customized electronic advertisement in an interactive communication system. The customized advertisements are selected based on consumer computer and are then integrated with offering maintained by different content providers see abstract).

Angles further provides the advantage of when the advertisement providers status is present, the content provider computer requests the customized advertisement and the advertisement computer then sends the customized directly to the consumer computer (**FIG. 9 and 10 see Col. 21 line 52**).

It would have been obvious to one of ordinary skill in the art, having the teachings of Linden and Angles before them at the time the invention was made to modify the service managing method and system of Linden to include advertisement provider directly connect to consumer computer based on the status of provider as taught by Angles.

One of ordinary skill in the art would have been motivated to make this modification in order to provide secure communication connection between the information provider and information receiver in view of Angles.

22. Regarding claim 15, they are rejected for the same reason in claim 9 as set forth hereinabove.

23. Regarding claim 16, Linden together with Angles taught service managing system and method according to claim 15, as described above. Linden further teaches user identification information for identification of the information use **(User profiles Fig.1 item 38; col.7 lines 20);**

the communication device to send the offered video/audio information (music title and video title consider as audio/video information "context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site" see col.4 lines 40-45) sends the updating information to the communication controlling means via the communication means **(web server will control the flow of information that is used by recommendation service see col.7 lines 6-19);** and

the communication controlling means updates the information registering means with the possibility/impossibility-of-real-time-provision information included in the updating information when the information user has been authenticated with the user identification information **(website 300 also includes a user profiles database 38 which stores account specific information about users of the site see col.7 line 20).**

24. Regarding claim 17, Linden together with Angles taught service managing system and method according to claim 16, as described above. Linden further teaches

the updating information includes media information indicative of the type of a media which can be used by the communication device to send the offered video/audio information (music title and video title consider as audio/video information “context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site” see col.4 lines 40-45) when providing the offered video/audio information (**Instant Recommendations Service can retrieved more than one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37**); and

the communication controlling means updates the information registering means with the information indicative of whether the information provider can currently provide the offered video/audio information (music title and video title consider as audio/video information that send from web server to computer user browser “context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site” see col.4 lines 40-45) and media information included in the updating information (**computer implemented service and associated method for generating personalized recommendations of items based on the collective interests of a community of users and updating the recommended lists based on the users purchased see col.2 lines 33-45; col.7 lines 40-48**).

25. Regarding claim 19, Linden together with Angles taught service managing system and method according to claim 18, as described above. Linden further teaches

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the updating information includes video/audio information indicative of the position of the communication device which sends the offered information (**data stored in the database see col.7 lines 20-39**); and

the connection controlling means controls, based on the position information, the connection between the communication device for which selection of the desired offered video/audio information is made (Linden teaches only recommended information will be shown to the users and when the user selected the recommended music title or audio title will send the selected items to the users "the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category" see col. 15 lines 36-40) and that which sends the selected offered video/audio information (**only recommended information will be shown to the users "the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category" see col. 15 lines 36-40).**

26. Regarding claim 20, Linden together with Angles taught service managing system and method according to claim 14, as described above. Linden further teaches the communication device includes a call controlling means for sending and receiving a connection control signal for controlling the connection with the communication device as a counterpart in addition to the sending and reception of the offered video/audio information (**Requests received over the internet from user computers and process in the web server (34) see col.7 lines 9-16**); and

the connection controlling means receives the connection control signal from the call controlling means in the communication device and controls the connection between both the communication devices (**web server control the information flow between the user computer and database see Fig.1 item 34 and 32**).

27. Regarding claim 21, Linden teaches a service providing method for a service providing system including a plurality of communication devices (**A recommendation services that recommends items to individual users based on a set of items see abstract**) to send or receive offered video/audio information (Linden teaches only recommended information will be shown to the users and when the user selected the recommended music title or audio title will send the selected items to the users "the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category" see col. 15 lines 36-40) to be provided by an information provider or to be used by an information user (**Requests received over the internet from user computers and process in the web server (34) see col.7 lines 9-16**), respectively, each as a user of the information transmission service in which information is sent from one of communication devices connected to each other over a network to the other, and vice versa (**user computers(34) connected to the internet and connected to the web server (32) see Fig.1**), in real time (**Instant Recommendation service and when user using the current and/or recent shopping cart contents as inputs tends to produce recommendations, recommendation will displayed automatically when the user views the shopping cart contents see col.3 lines 38-**



47; Fig. 5 and Fig. 6) and a service management device connected to each of the communication devices via the network to manage the information transmission service, the method comprising:

an information registering step in which information on more than one piece of offered video/audio information available from the information provider is registered as registered information into an information registering means of the service management device (**computer implemented service and associated methods for generating personalized recommendations of item based on the collective interests of a community of users in the web server see col.2 lines 33-37**);

an information managing step in which, referring to an information registering means of the information management device in the service management device, there is dynamically generated choices-window information from which an information user of the offered video/audio information selects a desired one of the plurality of pieces of offered video/audio information (**"to generate a set of recommendations for a give user, the services retrieves from the table the similar items lists corresponding to items already known to be of interest to the user, and then appropriately combines these lists to generate a list of recommended items"** see col.3 lines 7-18) for the communication device that is to received the desired piece of offered video/audio information;

a choices-window information updating step in which an information management means updates, when the information registering means has been updated based on the updating information, the choices-window information on the

basis of the updated registered information **(external component(40) are various order processing module for accepting and processing orders and for updating the purchase histories of the users see col.7 lines 40-48); and**

a controlling step of controlling the connection between the communication device that receives the desired piece of offered video/audio information (Linden teaches only recommended information will be shown to the users and when the user selected the recommended music title or audio title will send the selected items to the users “the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category” see col. 15 lines 36-40) and the communication device that sends the desired piece of offered video/audio information **(only recommended information will be shown to the users “the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category” see col. 15 lines 36-40).**

Linden does not explicitly disclose a registered information updating step of updating the information registering means on the basis of updating information reflecting the current status of the information provider.

Angles teaches a registered information updating step of updating the information registering means on the basis of updating information reflecting the current status of the information provider (a system and method for delivering customized electronic advertisement in an interactive communication system. The customized

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advertisements are selected based on consumer computer and are then integrated with offering maintained by different content providers see abstract).

Angles further provides the advantage of when the advertisement providers status is present, the content provider computer requests the customized advertisement and the advertisement computer then sends the customized directly to the consumer computer (**FIG. 9 and 10 see Col. 21 line 52**).

It would have been obvious to one of ordinary skill in the art, having the teachings of Linden and Angles before them at the time the invention was made to modify the service managing method and system of Linden to include advertisement provider directly connect to consumer computer based on the status of provider as taught by Angles.

One of ordinary skill in the art would have been motivated to make this modification in order to provide secure communication connection between the information provider and information receiver in view of Angles.

28. Regarding claim 22, Linden together with Angles taught service managing system and method according to claim 21, as described above. Linden further teaches the registered information and updating information include information indicative of whether the information provider can currently provide the offered video/audio information in real time (**The mappings of items to similar item "item-to-item mappings" are generated periodically such as once per week, by an off-line process which identifies corrections between known interests of users in particular items see col.2 lines57-65**); and

in the choices-window information generating step and choices-window information updating step, the choices-window information is made to reflect the **(The Instant Recommendation service is invoked by user by selecting a corresponding hyperlink from a webpage see col. 14 lines 14-33)** information indicative of whether the information provider can currently provide the offered video/audio information (music title and video title consider as audio/video information "context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site" see col.4 lines 40-45) in real time **(Instant recommendations service that provide real time recommendation items for the users see col.14 lines 9-13).**

29. Regarding claim 23, Linden together with Angles taught service managing system and method according to claim 21, as described above. Linden further teaches the updating information includes information indicative of whether the information provider can currently provide the offered video/audio information in real time **(Instant Recommendation service and when user using the current and/or recent shopping cart contents as inputs tends to produce recommendations, recommendation will displayed automatically when the user views the shopping cart contents see col.3 lines 38-47; Fig. 5 and Fig. 6)** and media information indicative of the type of a media which can be used when providing the offered video/audio information **(Instant Recommendations Service can retrieved more than**

**one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37); and**

in the choices-window information updating step, the choices-window information is made to reflect the information indicative of whether the information provide can currently provide the offered video/audio information (music title and video title consider as audio/video information "context of a recommendation service, including two specific implementations thereof, that is used to recommend book titles, music titles, video titles, and other types of items to individual users of the Amazon.com Web site" see col.4 lines 40-45) in real time (**Instant Recommendations Service can retrieved more than one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37)** and media information included in the updating information (**external component(40) are various order processing module for accepting and processing orders and for updating the purchase histories of the users see col.7 lines 40-48).**

30. Regarding claim 25, claim 25 is rejected for the same reason in claim 19 as set forth hereinabove.

### **Conclusion**

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

The following reference teaches execution of trial data

- US 5, 999, 525 (Krishnaswamy et al.) teaches telephone calls, data and other multimedia information including video, audio and data is routed through a switched network which includes transfer of information across the internet

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Guang Li whose telephone number is (571) 270-1897. The examiner can normally be reached on Monday-Friday 8:30AM-5:00PM(EST).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeff Pwu can be reached on (571) 272-6798. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

November 13, 2007  
Guang Li  
Patent Examiner



JEFFREY PWU  
SUPERVISORY PATENT EXAMINER